Ph.D. SYNOPSIS

On

CORPORATE SOCIAL RESPONSIBILITY (CSR) DETERMINANTS AND REPORTING PRACTICES: A STUDY OF MANUFACTURING INDUSTRIES IN HARYANA

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1. INTRODUCTION

The concept of Corporate Social Responsibility (CSR) has been evolved during the nineteenth century, but recently it advanced at an unprecedented speed.

The general understanding of the term "Corporate Social Responsibility" (CSR) is defined that business has a duty to society, which extends to its owners or shareholders beyond its narrow duty. This idea was discussed throughout the twentieth century, but it was the 1953 book 'Social Responsibilities of Businessman' by Howard R. Bowen, which started the modern debate on the subject. Since then, the subject of Corporate Social Responsibility (CSR) has been extensively explored. Behaving in a socially responsible way is increasingly seen as critical to a company's long- term survival. Bowen argued that there would be general, social and economic benefits that would accrue to society if business recognise its broader social objectives in its decisions. Alternative themes, such as corporate social success, stakeholder theory, and business ethics approaches that has replaced the construct in academic circles (Carroll 1999).

Corporate social responsibility (CSR) is the company's on-going dedication to ethical behaviour and contributes to the company's economic growth while enhancing the quality of the life of workers, their families, the local community and society at large. CSR is a blend of policies, curriculum and activities extend through the operations of a company and into the communities in which they operate. CSR is a concept whereby companies integrate social, environmental, and health concerns in their business strategy (policy) and operations and their interactions with the stakeholders voluntarily. The social responsibility of a business

encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time (Carroll, 1979). These are the dimensions of CSR which explain economic responsibility: producing goods and services to earn a profit, legal responsibilities: to attain profits within the confines of the law, ethical responsibility: explains the license to operate, discretionary responsibility: means philanthropy explaining love for humanity. The chairman of the CSR Committee mentioned the responsibility rules under Section 135 of the Companies Act, 2013, as follows: "CSR is the process by which an organization thinks about and evolves its relationships with the stakeholders for the common good, and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies. CSR's very early adopters are companies like Johnson & Johnson, whose founder was Robert Wood Johnson developed their credo which requires first placement if the needs of those they represent. Since 1980- till today, CSR operations are carried out in different ways, taking into account the advantages of multi-stakeholders. Today, CSR is representative of a global mentality as consumers are no longer expect big companies just to keep their backyards clean. Fortune 500 firms took public stances on climate change and embraced CSR strategies that look up and down supply chains. India has become the first nation legally mandating corporate social responsibility (CSR) on 1 April, 2014. The latest rules in Section 135 under schedule VII of Indian Companies Act 2013 of schedule vii make it mandatory for companies with a certain turnover and profitability to spend 2 % of their average net profits on CSR for the past three years.

There is a much need of CSR as it helps in securing welfare of clients, workers. Each firm wants to enhance its public image and acceptance of targets of social responsibility which leads to an enhancement in the public image. A better society will also produce a better environment in which the business can maximize profit in the long term. Inclusive growth, community development, and assisting the downtrodden in reintegrating into society are some of the appropriate strategies that allow deserving people to improve socio economic status. Another point is that employees must be paid according to their marginal productivity along with the conducive working environment because employees are an organisation’s most valuable asset. The future holds thrilling social responsibility opportunities for the business current trends suggest that CSR will play a key role in how companies approach societies in their businesses. The study will make several contributions to the literature of CSR. Researchers have found that there is a definite trend in India towards looking at CSR in a positive manner (Narwal and Sharma, 2008; Reddy, 2006).

2. REVIEW OF LITERATURE

David *et al.* (2005) studied the relationships between corporate social responsibility (CSR) practices, purchase intention and corporate identity, that had been assessed on 4 corporations which were: Microsoft, Phillip Morris, Nike, and Wendy's. The data was collected from 359 undergraduate students registered in introductory communication classes in large Midwestern American University through a questionnaire. Out of them, 176 students were taken into consideration as "not at all familiar" was removed from the sample. Factor analysis was also used. The researcher concluded that the relevant predictors for purchase intention were that Wendy's and Nike both had corporate expertise and corporate social values, Microsoft corporation had only expertise dimension and Phillip Morris had only corporate social value as a dimension.

Khan *et al.* (2009) examined reporting activities of largest Bangladeshi banking firms and analysed user's opinion about corporate social responsibility (CSR) disclosures. The secondary data was gathered from twenty selected banking companies (18 private commercial banks, 2 nationalised banks) that were listed on Dhaka stock exchange (DSE) for the year 2004-2005 and also involved a survey to determine the extent of user's awareness of CSR reporting and their attitudes towards it. The study concluded that banks put a high value on human resource disclosure. Half business said they had direct involvement in social activities and other half said they made a separate fund to support community social activities and also consumer groups were in support of CSR and wanted to see more transparency.

Yang and Rivers (2009) explored the history of corporate social responsibility (CSR) in the subsidiaries of multinational companies (MNCs) with two perspectives: institutional and stakeholder. The primary data was collected through a personal interview with managers. The study concluded that the branches will certainly be able to adjust to local norms to legitimize themselves as they work in developing countries with a very different environment and different regulatory structures and will be less likely to adjust to local practices if they rely heavily on vital resources from their parent company.

Beard (2011) presented a conceptual paper on corporate social responsibility (CSR) to discuss the challenges and issues faced by India. Secondary data was collected through the previous research papers, case studies, documents, books, and web, etc. The researcher found that there were many positive outcomes which occur when businesses implement social responsibility policy which included benefits to the company, to the environment, to the community, and the general public.

Gupta (2011) inspected the opinion of corporate social responsibility (CSR) to identify similarities and differences between India and America. Data was collected from 300 respondents from the US and 216 respondents from India through online questionnaire in the English language. The study depicted that US consumers were unaware of socially responsible companies and India failed to identify the CSR initiatives of MNC's. The qualitative review indicated that there was some sort of correlation between the two countries via employee welfare, environmental responsibility and charity, community growth, etc. and quantitative review indicated that consumers across three different CSR realms in the US and India varied in their perception of importance: economic development, employee welfare and human rights.

Lee *et al.* (2013) examined employee's attachment and efficiency that were influenced by perceived cultural fit and corporate social responsibility (CSR) capability via the mediating variables of the expectations of CSR operations. The primary data was collected from 168 employees of seven Korean firms through a questionnaire method and the scale of measurement was 7-point Likert-type. The study concluded that employee's attachment and performance were significantly influenced by perceived cultural fit and CSR capability as companies also should understand employees' views of CSR in relation to their feelings of attachment and long term success.

Sharma and Kiran (2013) investigated the challenges related to corporate social responsibility (CSR) and tried to provide a systematic literature review from 1975 to 2011, conveying improvements of CSR practices. The paper was a review paper where the researcher focussed on evaluating and linking the literature in three areas: CSR experience, country-wise perspective, and theory by linking with education, health, and environment. The study concluded that organizations shift their focus from philanthropy and economic responsibilities to education, the environment and health responsibilities which help them to

develop healthy staff and a better social image in the eyes of both customers and shareholders.

Arevalo and Aravind (2014) investigated the drivers and challenges for the implementation of corporate social responsibility (CSR) practices. The primary data was collected through questionnaire from 33 CSR managers from Global Compact (GC) participants. The study found that CSR approach was most favoured by Indian firms is the stakeholder's approach and that caring or moral motivation, followed by strategic or profit motives were important drivers for Indian firms to pursue CSR. The obstacles were lack of funding, lack of management support from top and middle level, complexity and difficulty in implementing CSR.

Gupta (2014) conducted study on the issues related to corporate social responsibility (CSR). This was a conceptual paper based on the previous studies related to the CSR. The researcher discussed many challenges like lack of community participation in CSR activities, lack of harmony among local agencies, issues in transparency, lack of consensus etc regarding CSR which should be kept in mind at the corporate level.

Maan (2014) presented a conceptual paper to concentrate on the observations and analysis of the corporate social responsibility (CSR) problems and challenges faced and the current status of CSR by Indian organizations. The secondary data was collected through the previous research papers, case studies, documents, news articles, books, web sources, etc. The researcher found that CSR had become an increasingly competitive and rapidly growing market so to be a good corporate citizen it was very important to commercial success and the secret lies in meeting public standards and goals as well as clearly and efficiently communicating commitment and achievements.

Sophie and Hill (2014) investigated the Indian history of corporate social responsibility (CSR) with an emphasis on the Indian banking sector. The primary data was collected from 31 respondents through a semi-structured interview form the CEOs, directors, and senior-level officials at Indian financial institutions. The researchers found four categories which were pure profit maximization, corporate social engagement, sustainable corporate community engagement and pure philanthropy and also concluded that the domestic firms were influenced by the advertising material from western CSR.

Celis *et al.* (2015) explored how the women's involvement in corporate boards at the top and middle management and heads of corporate social responsibility (CSR) departments affect the gender equality practices in the CSR sector. For the study, data was collected from 42 Spanish companies that signed up to the Women's Empowerment Principles (WEP) through a questionnaire method. The findings revealed that it had a positive impact on gendered social responsibility (GSR) performance when women were placed on senior and middle management roles as women's values and resources will help businesses meet the needs and desires of women as stakeholders.

Khan *et al.* (2015) examined the direct influence of CSR expectations on consumer behaviour, such as service quality, confidence, and repurchase and word of mouth (WOM) intentions. The data was collected from 408 banking customers which included 52 percent male and 48 percent female from five banks: three domestic banks and two foreign banks in the city of Islamabad and Rawalpindi in Pakistan through field survey approach from December 2012 to February 2013. The researchers concluded that customers in Pakistan regarded CSR significant, as perceived service quality (PSQ) had a direct and positive effect on consumers trust, which in turn had a direct and positive impact on repurchase and WOM intentions but also PSQ had no clear effect on repurchase and WOM intentions. Customer trust mediated its effect.

Gon and Mititelu (2016) worked on corporate social responsibility (CSR) practices followed by Indian leading banks in terms of accountability and social responsibility. The secondary data was collected from previous studies and through various websites. The study focussed on three leading public sector banks: State Bank of India (SBI), Bank of Baroda and Punjab National Bank (PNB). The researchers concluded that RBI initiatives and actions had made the implementation of CSR activities smoother and more transparent to all banking sector stakeholders and there was an increase in the level of commitment among banks in adopting social banking and to push the banking sector towards greater transparency on social initiatives, more rigid and regulatory reforms were also needed.

Jain *et al.* (2016) inspected corporate social responsibility (CSR) in India from the sustainability perspective and to assess compliance among top corporations with global reporting standards. The data was collected from the websites of 200 companies during the

year ending March 2014 with GRI reporting guidelines which were grouped into two broad categories: specific standard disclosures and general standard disclosures. The researchers found that the top 100 firms communicated the information related to CSR on their homepage of the website and even dedicated more than five web pages to this material, but less information was provided by the bottom 100 firms which were also sometimes not easily reachable. Thus, it showed a sign of positive reform.

Jie and Hasan (2016) investigated the relationship between aspects of corporate social responsibility (CSR) activities and intrinsic work motivation of employees in four aspects namely marketplace, workplace, community, and environment. The data was collected from 110 bank employees (managerial and non-managerial) through a questionnaire method. The study concluded that all the four aspects marketplace, workplace, community, and environment had a positive and significant relationship with the internal job motivation.

Laskar *et al.* (2016) studied the relationship between corporate social performance (CSP) and firm, the degree of consistency of corporate sustainability reporting, and examined the appropriateness of the guidance on corporate sustainability. The secondary data was collected from 28 listed non-financial firms for 6 years from 2008-09 to 2013-14 from the company's website. Results revealed that CSP contributed to better firm performance and raised the value of reporting for sustainability and the disclosure level according to sustainability accounting guideline was 88% and the disclosure rate was almost 80%.

Lauwo *et al.* (2016) studied the current debate in the mining sector on accountability, governance, transparency and corporate social responsibility (CSR) and also explored the reporting practices of two leading transnational gold mining companies in Tanzania to highlight the role of local government regulations and activism and lobbying by nationally organized NGOs in supporting corporate social reporting practices. The secondary data was gathered from interviews and record reviews like annual reports, journals and publicly accessible documents. The study concluded that despite initiatives by gold mining companies to increase their social and environmental disclosures, such reporting remains selective and business as usual attitude prevails.

Narwal and Singh (2016) studied the tenacity to reconnoitre and compared the areas of corporate social responsibility (CSR) covered by Indian companies and multi-national companies (MNC's) in India. The paper was based on primary as well as secondary data. The primary data was collected from 38 companies comprising of 18 Indian companies and 20 MNC's with the help of the questionnaire method. The secondary data was collected from various websites and previous surveys. The tools used were factor analysis and ANOVA. The study concluded that the practices like environmental marketing, sustainable growth, local community funding, openness and accountability were adopted by Indian companies as well as MNC's had very little difference in them compared to Indian companies.

Palakshappa and Chatterji (2016) presented a conceptual paper on the Indian origin of corporate social responsibility (CSR) for this, the researchers used the case of Infosys and explained how CSR was introduced in India. The researchers discussed challenges like lack of understanding about the concept, shortage of manpower etc and concluded that although CSR was an important part of the social structure, the positive benefits that could be achieved were still not fully recognized.

Shen *et al*. (2016) inspected the link between corporate social responsibility (CSR) and the firm's innovation. For the study, data was collected from 3,315 U.S. publicly listed companies from 2001 to 2011. The researchers found the connection between firm innovation and CSR that CSR is unlikely to be a stand-alone strategy, but rather integrated with other business initiatives to from a unified whole and also discussed more innovative companies were involved in more CSR activities.

Kumar (2017) conducted a study on the issues and challenges related to corporate social responsibility (CSR) and the different practices adopted by different companies. The data was collected from secondary survey methods from journals, research papers, magazines, articles, textbooks, media reports and websites, etc. The researcher discussed many challenges like participation of the group in CSR activities was lacking, capacity building of local non-governmental organisations was required, transparency issues, lack of agreement about how to implement CSR issues and awareness-raising was required among the general public to make CSR initiatives more effective.

Magnanelli *et al.* (2017) developed empirical results on the influence of corporate social responsibility (CSR) activities on debt costs and to comprehend whether and how CSR activities affect the overall debt costs. The primary data was collected for five years from 2005 to 2009 from the 332 companies from different countries. The researchers depicted CSR output affected the cost of financial debts in relation to panel but not in the way the researcher predicted. Thus, correlation between corporate social performance and the cost of debt positive.

Mansi *et al*. (2017) explored the weightage given to corporate social responsibility (CSR) by the Public Sector Enterprises (PSEs) in their mission and vision statements (M&V) in India. For the study, 230 Indian PSEs listed on the Department of Public Enterprises—Ministry of Heavy Industries and Public Enterprise were taken into consideration. 24 companies were taken out of the sample as was not considered valuable to the study and 206 companies were taken for the study. The findings revealed that from 206 companies, 50% of the companies did not use any keyword referring to sustainability, 18% of them used only a single keyword, 14.1% of them used two keywords, 6.8% of them used three keywords and four or more keywords were revealed by 11.1% companies in their M&V statements and further 38 types of keywords were used by the PSEs in their M&V statements. Thus, found small public enterprises that had low annual turnover values did not focus on CSR in their M&V statements.

Bradley and Botchway (2018) identified the sustainability indicators which were identified by ten members of the British Coffee Association in their sustainability reporting and examined whether the indicators were consistent with the sustainability challenges faced by the coffee industry. The secondary data was taken from previous studies and literature as well. The researchers found 94 sustainability indicators which included 30 from social, 44 from environmental and 20 indicators from economic that were reported by the company. Unique indicators were used by organisations to report specific issues that were not covered by predefined indicator sets.

Carroll and Brown (2018) conducted a study on CSR and its concept's evolution and development. This was a conceptual paper based on previous studies of CSR. The researchers concluded that CSR should continue its upward course and become more routinely

institutionalized through organizational action and still there was much work that needed to be done to figure out what it meant to be healthy in a company.

Davidson *et al.* (2018) reviewed 4 countries namely Japan, South Korea, India, and China across Asia in terms of corporate social responsibility (CSR). The study investigated how CSR was incorporated into the company management activities of other regions and countries. All four countries were explored in the following categories which consisted: history, religions and philosophies, social norms, geography, political system, degree of economic growth, institutions of the civil society and provisions on the safety net. The paper depicted that academicians could learn how CSR was absorbed and into commercial affairs, and managers could benefit from learning more about what to expect when doing business in this increasingly important region.

Foss and Klien (2018) analysed stakeholder's theory and corporate social responsibility (CSR) from the proprietary view. This was a conceptual paper based on the previous studies related to the CSR. The researchers found stakeholder theory needed to approach ownership more thoroughly as an economic function which can be exercised with better or slighter capacity and CSR from ownership viewpoint the researchers endorsed the original stance of Friedman which defined that companies could increase profits, but that administration promotion of socially responsible practices placed costs on owners in a flexible way.

Hsu (2018) study was to decide if companies with better performance in corporate social responsibility (CSR) would distribute capital over their life cycle to better sustain or magnify total assets. A ten-year data was gathered from the year 2005 to 2015 of US-based samples from 19.707 companies. The researcher concluded that CSR efficiency was associated with financial decision making, so that mature high- CSR performance firms were engaged in less capitalization expansion than low CSR performance firms.

Kim *et al.* (2018) explored the effects of CSR methods, environment-related marketing activities, and innovativeness in the foodservice business and also discussed the mediating positions between corporate social responsibility (CSR) practices and success of marketing activities and innovations. The data was acquired from foodservice franchises with the regional headquarter in South Korea and the franchises were Dunkin Donuts, Pizza Hut, Lottery and Olive Garden. The study concluded tactical environmental marketing, technical

and organizational advancement affected the market performance whereas tactical environmental marketing and technical advancement marketing affected the eco-performance.

Mittal *et al*. (2018) discovered the relation between corporate social responsibility (CSR) and financial performance and also aimed to research the propensity for Indian companies to reveal CSR coverage. For the study, three factors were taken into consideration: two from corporate financial performance economic value added (EVA), market value added (MVA) and one from corporate social responsibility which was having a code of ethics. The primary data consisted of 50 firms taken from the S&P CNX Nifty for the years 2001-2005. The study depicted that there was a tiny indication that businesses with an ethics code will produce more economic value-added and market value-added relative to those without codes and CSR programmes had a universal and systematic or positive financial effect on businesses.

Pratihari and Uzma (2018) examined the effect of corporate social responsibility (CSR) on brand loyalty (BL) and corporate branding (CB) in the Indian banking industry. The primary data was collected through the questionnaire method from 430 savings bank customers in India. The study concluded CSR components had a huge effect on the corporate building to improve brand loyalty (BL) customer service; the relationship between legal responsibility for corporate branding and responsibility for philanthropy for BL revealed negative coefficient in the route analysis. Further, the outcome of the direct and indirect model route study indicated that BL of customers could be enhanced more efficiently when CSR became a central part of corporate branding.

Sankaran (2018) identified traditional craftsmen as stakeholder's worthy of development interventions under corporate social responsibility (CSR). The data was taken from the artisans of Tamil Nadu in India and the artisans were categorize into five categories: goldsmiths, blacksmiths, carpenters, potters, sculptors and found that except sculptors rest all the four categories artisans were the victims of globalization as they were left on the edge of unemployment and starvation. Further, the researcher concluded that the artisans fell in the category of the discretionary group of stakeholders who had no power to influence the firms and could not claim any other opportunities.

Sarkar (2018) examined the effect of corporate social responsibility (CSR) initiatives and programs on the environment and on the mining community in terms of stakeholder involvement and protection of rights in the development of socio-economic business equity. The data was obtained from secondary sources like websites etc. The researcher found that proper compensation mechanisms and mining community socio-economic development would not only boost productivity but would also ensured the ecological and economic security of mined coal blocks which were highly vulnerable to environmental degradation and industrial exploitation.

Zicari and Renouard (2018) shed light on the concept of fiscal responsibility (FR) and explored whether this FR can be integrated into the broader definition of corporate social responsibility (CSR). The secondary data was collected from OECD and some NGOs published reports. The study depicted that all the four theories (instrumental, political, integrative and ethical) of CSR contributed in one or another way to improve CSR and FR delivery. And CSR reports also clarified how businesses dealt with their tax responsibilities.

Agarwal and Singh (2019) determined corporate social responsibility (CSR) or sustainability reporting (SR) status in India from both qualitative and quantitative perspectives, particularly in the wake of SEBI's mandatory business responsibility reports (BRR) requirement. The data was collected from the annual report of the year 2013-14 of 60 leading companies from the top 100 listed companies on the NSE in India. The study depicted SR quantity found more than the SR quality as SR practices differ considerably in size, type of industry, etc. but were not influenced by the ownership structure. Thus, the study did not found any certain link between profitability and SR.

Kumar (2019) examined the state of corporate social responsibility (CSR) in India and focussed on identifying and evaluating the problems and challenges faced by CSR activities in India. The data was collected through the secondary survey method which was piloted by Times of India group and used a sample size of 250 companies engaged in CSR activities through an online questionnaire and answered by 82 organizations, it included 11 public sector undertakings (PSUs), 39 regional private entities and 32 international private organizations. The researcher found many challenges like narrow perception towards CSR initiatives, non-availability of clear CSR guidelines, visibility factor, transparency issues etc

and also awareness-raising on CSR was required among the general public made CSR initiatives more effective.

Kumari and Saini (2019) explored the effect of a reputation for career growth opportunities (CGO), corporate social responsibility (CSR) and work-life benefits (WLB) on an organization observed attractiveness as an employer and job pursuit intent (JPI) of the job seekers. The primary data was acquired from 240 respondents where 175 male and 65 female respondents respectively by filling a questionnaire via e-mail. The results depicted the provision of CGO had the greatest impact on both EA and JPI and the three characteristics had significant and beneficial effects on the EA and JPI but the effect size also varied considerably.

Goel (2019) examined the sustainability reporting practices of top companies that were listed on the Bombay stock exchange and their effect on financial performance. The primary data was acquired from published annual reports, sustainability reports, and BRRs, etc. and from the top 100 listed companies 68 companies were taken for the study where sustainability reporting score was calculated for the year 2012-2013 and 2015-2016. The study depicted that after the introduction of the disclosure reforms Indian firms made a momentous development in sustainability reporting and different sectors showed a noteworthy difference in sustainability reporting at the time of pre-reform period but after the post-reform, the differences in the sector also decreased.

Singh and Mittal (2019) studied the stakeholder theory to address the execution of corporate social responsibility (CSR) practices in the Indian economy. The data was collected from the apparel and textiles companies of India through a survey from 80 privately held family firms who hold top leadership places in those firms. The researchers concluded the impact of various stakeholder groups on companies depends on the essence of the corporate stakeholder relationships, where primary stakeholders hold significant power due to the precise existence of the transactional legitimacy and secondary stakeholders had lower saliency of legitimacy due to poor institutional structures.

Ali *et al.* (2020) examined the interfering role of corporate identity and customer satisfaction in determining the relation between corporate social responsibility (CSR) and financial performance. The primary data was collected from 229 firms that were registered on the

Pakistan Stock Exchange through the questionnaire method. The study concluded that investing money in CSR activities boosted revenue, customer satisfaction, and corporate credibility and people bought goods and services from firms that practise CSR and also agreed to pay more for those products and services.

D'Amato and Falivena (2020) examined the relationship between moderation of firm size and age with the commitment to corporate social responsibility (CSR) and firm's interest. The data was gathered from 252 nonfinancial firms that were registered on the Western European countries from the year 2008-2018 from various websites like RobecoSAM's, DJSI-Europe index, etc. The study concluded that connection between CSR and firm interest was moderated by the organization size and age to be adversely affected when considering small and young businesses due to lack of financial capital, credibility, experience, etc.

Dawar and Singh (2020) identified the factors in corporate social responsibility (CSR) activities which helped in boosting small and medium-sized enterprises (SMEs). The primary data was collected from 158 manufacturing SMEs inside the National Capital Area in India. The respondents were communicated through email or telephone and were also asked to give the important information through the questionnaire. The researchers concluded that CSR and partnership related to the environment were very important for the effectiveness of CSR in SMEs as well as the role of stakeholders was also considered important.

Jia (2020) examined the connection between corporate social responsibility (CSR) and firm success by integrating the strategic emphasis. The secondary data was collected from the Runling agency from 3401 firms from the year 2009 to 2015 in China. The study depicted that CSR activities of an organization would boost the efficiency if the relative focus of the business was more on value acquisition like advertising than on value production like R&D, investment etc.

Mitra *et al.* (2020) examined the strategic opportunities relating to compulsory corporate social responsibility (CSR) and identified problems regarding CSR. The data was collected from secondary sources like published reports from websites, previous studies, etc. The study discussed the pre-2013 situation related to CSR in India, CSR instruction under the Companies Act, 2013. The results concluded that India had gone a long way from volunteer

CSR to mandated CSR as some businesses saw the law as an advantage and others saw it as an unwelcome barrier.

Newman *et al.* (2020) investigated the impact of corporate social responsibility (CSR) on profitability at the company level. The data was gathered from 5000 companies from Vietnam from the year 2011-2014. The study concluded that there was a positive relationship between the adoption of CSR initiatives and firm performance and also revealed that the effect on the non- competitive industries was greater than the competitive industries.

Raza *et al.* (2020) identified the link between consumer perception regarding corporate social responsibility (CSR) and different characteristics of consumer behaviour. The data was gathered from banking customers of selected banks (three private banks, namely, UBL, MCB, HBL and one public bank, namely, NBP) from October 2018 to December 2018 in three cities Islamabad, Rawalpindi and Lahore in Pakistan through questionnaire method. The study concluded that customer loyalty had a little to do with CSR as the complete mediation of customer company identification (CCI), electronic service quality (E-SQ), and confidence in improving the impact of CSR on customer loyalty had been verified. CSR was positively linked to E-SQ, and E-SQ had a direct effect on CCI.

Ronghangpi and Bhowal (2020) investigated and associated the corporate social responsibility (CSR) activities commenced by the Canadian and Indian companies. The primary data was collected from ten companies (from India and Canada five each) through their annual reports etc. and the companies were preferred based on similarities between the categories of the sectors they belonged to, based on TSX (Canadian companies) and BSE (Indian companies), and based on market capitalization. The study found that CSR initiatives undertaken by the Indian and Canadian companies were both similar as well as distinct as some of the Canadian companies had more CSR focus areas as compared to Indian companies as most of the Canadian companies were supported by sponsorships, donations and fundraising program.

Sudolska *et al.* (2020) evaluated the status of corporate social responsibility (CSR) in Polish and British clothing business. The primary data was collected from 4 British and 4 Polish companies through a semi-structured interview from middle level executive. The study concluded that the clothing industries which were examined were still in the charitable and

promotional stages of CSR while improving through the ages and stages of CSR and based on the principles found in their strategies and key management process, both Polish and British clothing companies ignored CSR operations.

Yu and Zheng (2020) investigated the corporate social responsibility (CSR) disclosure and the financial success of a business as calculated by the customer's return on investment (RoI) and revenue growth. The data was acquired from all listed firms of Shanghai and Shenzhen Stock Exchange (SSE) in China from the year 2010-2014 and secondary data from CSR reports scores, annual reports of companies, China Stock Market and Accounting Research Database (CSMAR), etc. The study concluded that companies that report more CSR data performed better in sales implying return on investment (RoI) and revenue growth was positively related to the degree of coverage on corporate social responsibility in China.

3. RESEARCH GAP AND STATEMENT OF THE PROBLEM

The present review has considered total 50 research papers for a period 2005- 2020. After reviewing the available literature, the whole literature can be categorised on the basis of CSR reporting practices/sustainability reporting practices/dimensions, CSR determinants and user's/employee's perception towards CSR practices and disclosures. Out of these research papers, 22 articles are from India and 15 articles from foreign countries and rest of the studies have targeted India and rest of the world. Most of the literature have pointed out the CSR reporting practices of different industries. But very few are related to the manufacturing industries. Further, available literature revealed CSR determinants of different industries like clothing industry, coffee industry, banking industry, food industry and mining industry of different countries. Very few studies have been carried out in India and none of them is from Haryana. We could not trace the literature in India in which only manufacturing industries have been taken for determining the determinants like financial performance, firm age and size, gender equality, economic performance, cost of debt, economic value added (EVA), brand loyalty, firm innovation, sales performance and firm life cycle etc. In some studies of banking industry user's/employees, perception regarding corporate social responsibility (CSR) disclosures practices have been checked in Bangladesh and Malaysia. In a similar study employee perception towards CSR practices and corporate performance has been conducted in South Korea. In another study of India, sustainability reporting practices of top

BSE listed companies have been identified and their impact on financial performance has been assessed. On the basis of this review following research gaps have been identified:

- A study can be carried out on corporate social responsibility (CSR) reporting practices, determinants and user's perception: a study of non-banking financial institutions (NBFC)'s/commercial banks/insurance companies in India.
- A similar study can be carried out on CSR reporting practices, determinants and user's perception: A study of manufacturing industries in Haryana or India.
- Another study can be carried out on corporate social responsibility (CSR) reporting practices, determinants and user's perception: A study of select service industries in India
- Further, we can also conduct a study on corporate social responsibility (CSR) reporting practices, determinants and user's perception: A study of single or multi retail store companies.

A study on NBFC's cannot be conducted these days because this sector is going through the consolidation process. Retail or multi retail sector is also under the transitory phase and service industries are relatively low in Haryana in comparison to the other states. Therefore, after considering many limitations, the researcher is left with very limited scope i.e. manufacturing sector. But taking the manufacturing sector of India as a scope of the research will be relatively big, time consuming and costly affair. That's why the proposed synopsis has been titled **"Corporate social responsibility (CSR) Determinants and reporting practices: A study of manufacturing industries in Haryana".**

4. OBJECTIVES OF STUDY

The main objectives of the study are as follows:

1) To identify corporate social responsibility (CSR) practices/dimensions of select manufacturing industries in Haryana.
2) To identify the determinants of CSR practices of select manufacturing industries of Haryana.
3) To know the user's perception regarding CSR practices in manufacturing industries in Haryana.
4) To identify issues and challenges in the implementation of CSR policies in India.

5. RESEARCH METHODOLOGY

The following methodology will be used to achieve the above mention objectives.

- **Research Design** – The present study will follow exploratory cum descriptive research design.
- **Sampling Plan** – It includes sampling unit, sample size, nature of data, research instruments and statistical tools to be used to carry out the research.
  i. **Sample unit** – Sampling unit is an individual respondent from which data is collected. The sampling unit in this study will be users (managers, shareholders, employees, customers) of CSR reporting practices.
  ii. **Sample size** – A sample size would be of around 800 sampling unit.
  iii. **Sampling area** – Sample data will be collected from select manufacturing industries of Haryana.
  iv. **Type of Data** – The nature of data collected for the study will be primary as well as secondary.
  v. **Research Instrument** – The data for the study will be collected with the help of designed questionnaire.
- **Statistical Tools** – Possible statistical and econometrics tools will be used to analyse the data.

6. CHAPTER SCHEME

6.1. Chapter – Introduction

This chapter will include corporate social responsibility (CSR) polices, its issues and challenges.

6.2. Chapter – Review of Literature

This chapter will provide a detailed review of available literature on reporting practices, determinants and user's perception of corporate social responsibility (CSR) of select manufacturing industries in Haryana on the basis of which hypothesis will be set.

6.3. Chapter – Research Methodology

This chapter will discuss the research design, sample size, sampling method questionnaire preparation and administration, statistical techniques to be analyse the collected data collection.

6.4. Chapter – Corporate social responsibility (CSR) practices/dimensions of select manufacturing industries in Haryana.

This chapter will identify corporate social responsibility (CSR) practices/dimensions of select manufacturing industries in Haryana on the basis of primary and secondary data.

6.5. Chapter – Determinants of corporate social responsibility (CSR) practices of select manufacturing industries in Haryana.

This chapter will identify the determinants of corporate social responsibility (CSR) practices of select manufacturing industries in Haryana.

6.6. Chapter – Users' perception regarding corporate social responsibility (CSR) practices in manufacturing industries in Haryana.

This chapter will assess the Users' perception regarding corporate social responsibility (CSR) practices towards select manufacturing industries in Haryana.

6.7. Chapter – Conclusions and Recommendations.

This chapter will conclude the study and it will also provide recommendations for future research.

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